



We're fighting the AIDS epidemic on three fronts

Services to People with AIDS

The AIDS Walk benefiting agencies provide vital services to people with HIV/AIDS, their partners and families. Services include counseling on treatment options; case management; benefits counseling; emergency financial assistance; specialized services for women, children, and the homeless; support groups; pastoral counseling; and crisis intervention.

AIDS Prevention and Education

We are working to stop the spread of HIV through effective, innovative and culturally sensitive prevention programs, the AIDS InfoLine, and numerous other community outreach efforts. We also provide early intervention programs to people with HIV and late-breaking information on new drug therapies.

Shaping AIDS Policy

We fight to protect the civil rights of people with HIV/AIDS and for increased government funding for research, education and care. Our work is now more important than ever as we fight to ensure that all people living with HIV have access to promising treatments and adequate care.

Benefiting AID Atlanta

ALSO BENEFITING:

AID Gwinnett • AIDS Legal Project of Atlanta • AIDS Research Consortium of Atlanta • AIDS Survival Project • AIDS Treatment Initiatives • Atlanta Interfaith AIDS Network • ChildKind • Jerusalem House • Our Common Welfare • Outreach, Inc. • Positive Impact • Project Open Hand

Separate here before mailing.

How to join AIDS Walk Atlanta

STEP ONE Register Today!!!

1 Send in the attached card. Your AIDS Walk sponsor form and further information will be sent to you immediately.

STEP TWO Get Sponsors

2 Ask your family, neighbors, co-workers and friends to sponsor you. The suggested minimum pledge is \$25. Many of your sponsors will pledge \$50, \$100 or more to support your efforts. And, of course, you should sponsor yourself, if you can.

STEP THREE Walk on October 20

3 Join the excitement as the crowd of enthusiastic and caring men, women and children walk together for 10 kilometers (6.2 miles) to fund the fight against

AIDS. The AIDS Walk starts and ends at Piedmont Park. Please arrive at 12:30 p.m.

Earn Fundraising Awards

\$125 or more - Official AIDS Walk t-shirt with this year's powerful graphic.

\$250 or more - Official AIDS Walk cap with logo, plus the above.

\$500 or more - Official AIDS Walk clip-on watch with logo, plus the above.

\$1,000 or more - Members in the Star Walker's Club receive the exclusive Star Walker pin.

To qualify for these awards, contributions must be received in the AIDS Walk office by 5:00 p.m. on Wednesday, November 13, 2002.



AIDS Walk t-shirts, caps and clip-on watches are available as awards only and will not be sold.

AIDS is an emergency. Right here. Right now.

The reality is:

27,342 AIDS cases reported in Georgia.

793,026 AIDS cases reported in the United States.

40 million estimated AIDS cases worldwide.

0 people with AIDS cured.

HIV is spreading at an alarming rate.

The urgency of the AIDS crisis continues to grow. Please join with friends, family, community leaders and celebrities to raise desperately needed funds in the fight against AIDS.

**Your first class stamp will
help save us money!**

REGISTER TODAY!

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 14285 ATLANTA GA

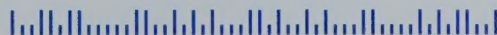
POSTAGE WILL BE PAID BY ADDRESSEE

AIDS WALK ATLANTA

PO BOX 78212

ATLANTA GA 30357-9962

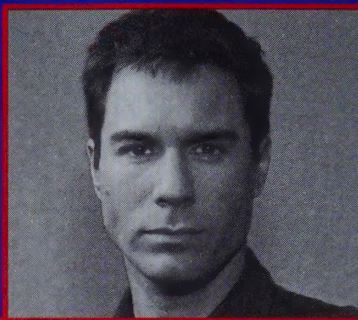
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UNITED STATES**



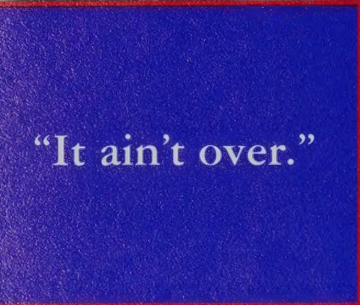
I walk because...



"AIDS is
a disease that
still kills
people."



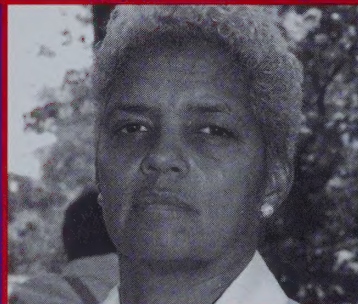
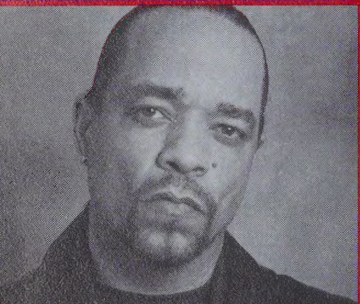
"Giving up
this fight is not
an option."



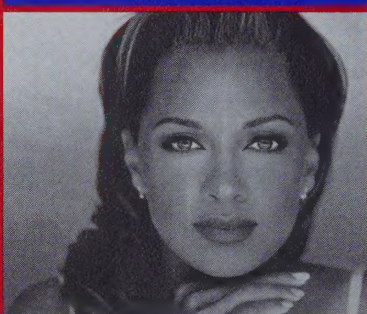
"It ain't over."



"A whole new
generation is at
risk."



"Losing my
friend Eazy E
to AIDS was a
wake-up call."



"We all have to
be leaders in
this fight."

AIDS WALK ATLANTA

SUNDAY • OCT 20
2002

A ten kilometer
fundraising walkathon
starting and ending at
Piedmont Park

Benefiting
AID Atlanta and 12
other AIDS Service and
Education Providers

TO REGISTER

www.aidswalk.net
404-876-WALK

Created by MZA Events, Inc./Craig R. Miller, Producer

Yes, register me today for AIDS Walk Atlanta 2002

PLEASE PROVIDE US WITH THE VITAL INFORMATION BELOW.

Mr., Ms., No Title _____
(circle one) First Name Last Name

Home Address Apt. No.

City State Zip

Evening Phone () Day Phone ()

Email Address @

Team Name (if any) Team Number

☐ My goal is to raise \$1,000 or more. Please contact me about the benefits of being in the Star Walker's Club.

☐ In addition to walking, I can volunteer to help with the event. Please call me.

If I qualify for a shirt, my size is ☐ M ☐ L ☐ XL ☐ XXL

☐ Thanks anyway. I decline all award items.

☐ I can't come to the event. Here is my tax-deductible contribution of \$

☐ Please contact me about forming a team.

Use this card
to register
a friend

WHY WILL YOU WALK?

Separate here before mailing.

AIDS WALK ATLANTA

**SUNDAY • OCT 20
2002**

We're fighting the AIDS epidemic on three fronts

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Get Sponsors

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Ask your family, neighbors, co-workers and friends to sponsor you. The suggested minimum pledge is \$25. Many of your sponsors will pledge \$50, \$100 or more to support your efforts. And, of course, you should sponsor yourself, if you can.

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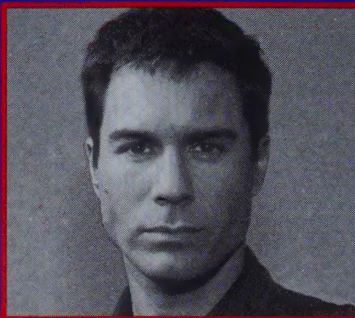
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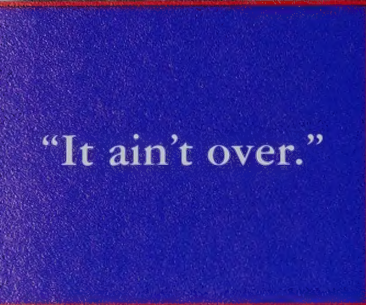
I walk because...



"AIDS is a disease that still kills people."



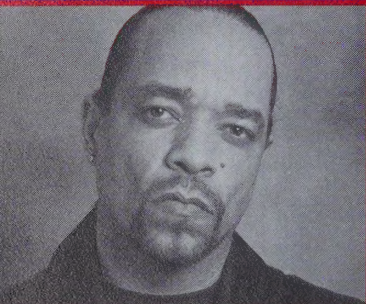
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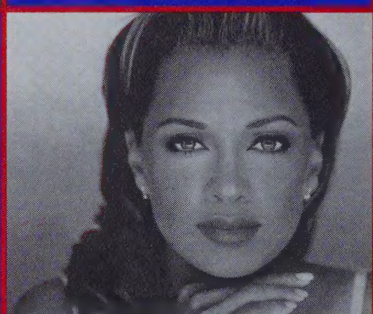
"It ain't over."



"A whole new generation is at risk."



"Losing my friend Eazy E to AIDS was a wake-up call."



"We all have to be leaders in this fight."

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Yes, register me today for AIDS Walk Atlanta 2002

PLEASE PROVIDE US WITH THE VITAL INFORMATION BELOW.

Mr., Ms., No Title _____
(circle one) First Name Last Name

Home Address _____ Apt. No. _____

City _____ State _____ Zip _____

Evening Phone (_____) _____ Day Phone (_____) _____

Email Address _____ @ _____

Team Name (if any) _____ Team Number _____

☐ My goal is to raise \$1,000 or more. Please contact me about the benefits of being in the **Star Walker's Club**.

☐ In addition to walking, I can **volunteer** to help with the event. Please call me.

If I qualify for a **shirt**, my size is ☐ M ☐ L ☐ XL ☐ XXL

☐ Thanks anyway. I **decline** all award items.

☐ I can't come to the event. Here is my tax-deductible **contribution** of \$ _____

☐ Please contact me about forming a **team**.

Use this card
to register
a friend

WHY WILL YOU WALK?

Separate here before mailing.

DEAR REGISTERED WALKER,

Thank you for your commitment to raise urgently needed funds as a participant in AIDS Walk Atlanta. This event is truly a tradition of caring by the people of the Southeast. You are taking a big step in making a real difference in the lives of your neighbors – men, women and children – living with HIV and AIDS.

The spirit of heroism has long been at the heart of AIDS Walk Atlanta. For eleven years, thousands of people have joined together each fall despite differences in age, gender, race, religion, sexual orientation and political opinions to participate in AIDS Walk Atlanta. Their indomitable spirit has made this event our community's most powerful and effective response to the AIDS epidemic. We are grateful to you for embracing this tradition in the face of what continues to be a devastating public health crisis.

By being part of this tradition, you are demonstrating the power that one person has in the fight against AIDS.

Did You Know?

AIDS Walk Atlanta is the Southeast's largest AIDS fundraising event.

In 2001, nearly 15,000 people, a group as diverse as our communities themselves, participated in the AIDS Walk, collecting nearly \$1.1 million.

AIDS Walk Atlanta stands out as a model of positive community action. Our focus is on

directly funding vital services to help people living with HIV/AIDS right here in Georgia. Our top priority is to ensure that responsible use is made of every dollar donated.

AIDS Walk Atlanta benefits AID Atlanta and 12 other important AIDS service organizations in our region. AID Atlanta is the Southeast's most comprehensive AIDS service organization. The agency's dedicated staff and volunteers provide services to more than 7,500 men, women and children living with HIV/AIDS and their families.

What You Should Do To Get Started.

Begin by persuading friends, family members and co-workers to sponsor you. By doing so, in addition to raising urgently needed funds, you will be helping to spread the truth that the AIDS crisis is not over.

Convince two friends (or many more!) to walk with you and to raise funds. We've enclosed two registration cards for this use. People can also register online by visiting our website at www.aidswalk.net. (Remember, you are already registered.)

Why Will You Walk?

Everyone has a different reason for walking – but we'll all be starting at the same place – Piedmont Park. Important AIDS Walk updates will be sent to you in the weeks leading up to AIDS Walk Atlanta.

We look forward to walking with you on **Sunday, October 20th!**

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Right here. Right now.**

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AIDS in Georgia.**

**793,026 AIDS cases in
the United States.**

**0 people with AIDS
cured.**

**HIV continues to spread
at an alarming rate.**

**AIDS
WALK
ATLANTA**

For more information and/or additional sponsor forms, visit our website at www.aidswalk.net or call us at 404-876-WALK

THE AIDS WALK ATLANTA TOP TEN WAYS TO BECOME A GREAT FUNDRAISER:

1 Set a Goal (and then over-achieve it!)

Think about why you are walking and then set your personal goal.

By following these easy steps, and with additional information we can provide, you will reach your goal, or even exceed it.

2 Join the Star Walker's Club.

- Set a goal to raise \$1,000 or more and let the Star Walker's Club help you.
- Receive special Star Walker's Club fundraising tools, newsletters and coaching.
- Put up notices and tell everyone that you want to raise over \$1,000 and need their contribution to help in the fight against AIDS.
- If you did not join the Club when you registered, simply call the AIDS Walk office and ask to add your name today.

3 Ask. Face to Face!

Ask family, friends and co-workers as well as businesses you frequent. The "in-person" ask is the best way to raise the greatest amount of money.

4 You've Got...Mail or E-mail.

- Start a letter writing campaign (you can call the AIDS Walk office for sample letters).
- Mail or e-mail your AIDS Walk fundraising goal to family, friends, co-workers and businesses and ask

for their support. Remember to include anyone to whom you would send a holiday card.

- Make extra copies of your letter and carry them with you. Give them to your neighbors and people you meet each day. You can also ask friends to send out letters for you. Other great lists to send your letters to include: church or school groups, clubs, organizations and other groups to which your family members belong.
- Send a few key facts about the AIDS epidemic to your potential sponsors. This will help them to understand the need and respond generously.
- E-mail is a quick, easy and no cost way to reach out to out-of-state friends and relatives.

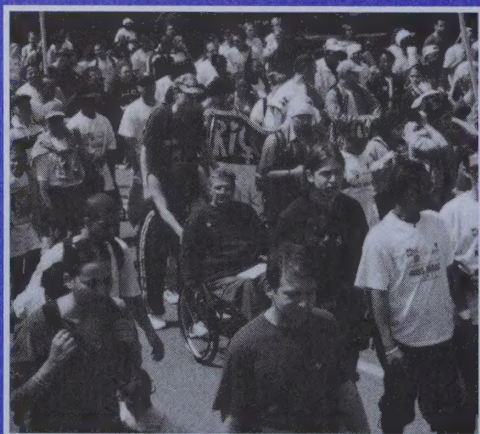
5 Tell a Friend.

You can double the funds raised and have even more fun by inviting a friend to walk and raise money with you! Your friend can use one of the enclosed registration cards to sign up now.

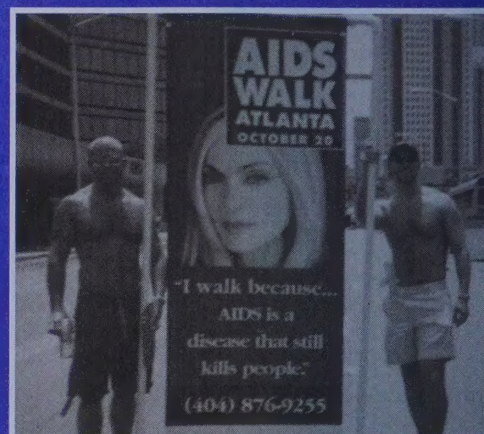
6 NEW! Motivate people with your own AIDS Walk Web Page and On-line Giving Option.

If you registered on-line you saw a new feature this year – the ability to create your own AIDS Walk web page. Go for it! Personalize your message and add your own pictures or use the page as it is set-up. Most importantly, send your inspiring page to everyone on your e-mail list so they can donate by credit card on-line. Charging a donation on-line is fast, easy and secure.

A T R A D I T I O N



AIDS Walk Atlanta derives its greatness from the indomitable spirit of those people whose unflagging energy and determination continue to make this event the Southeast's most visible response to the AIDS crisis.



You're making a big difference in the fight to end AIDS. Let your friends, family and co-workers be heroes, too!

If you did not register on-line, you can still get your own AIDS Walk web page by visiting www.aidswalk.net. Go into AIDS Walk Atlanta and click on FAQ (frequently asked questions.) There you will find out how to get your personal user name and password. Set up your special page and start asking for on-line donations.

Call the AIDS Walk office if you need any help using this awesome, new and effective fundraising tool.

7 Take it to Work.

Use your place of work to solicit funds and allow your co-workers to show their support!

Display a "thermometer" at your desk to show your goal and color in your progress. Put up an AIDS Walk poster to inspire donations.

If your company doesn't have an AIDS Walk team, call our team office for information on how to become one of the over 1,000 corporate and community teams fighting AIDS.

8 Match that Gift!

- Call your company's Human Resources Department and ask if the company will "match" contributions made by employees to the AIDS Walk.
- Find out if your company will double, triple or even quadruple individual contributions or your entire team's fundraising.

- Get a stack of Matching Gift Forms from your company to make it easy for employees to secure the match.
- If your company does not have a Matching Gift Program or policy, suggest that they begin one.
- Call the AIDS Walk office to get our Establishing and Utilizing Matching Gifts information sheets to maximize your efforts and multiply your dollars. We can also provide you with a list of Matching Gift companies in the Atlanta area.

9 Turn any occasion into a FUNdraising occasion.

Birthdays! Holidays! Anniversaries!

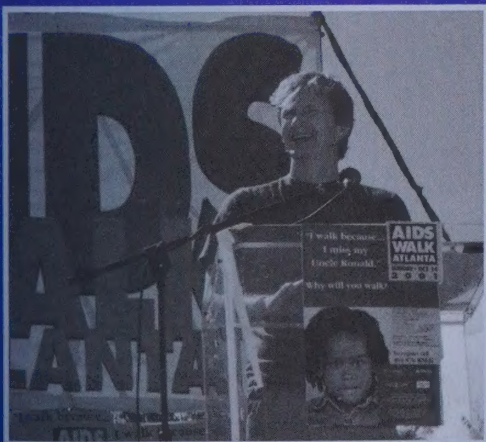
Any of these special occasions can be used to help you raise money. Ask friends to join in your commitment to the AIDS Walk by sponsoring you in lieu of a gift.

10 Talk-up the tradition.

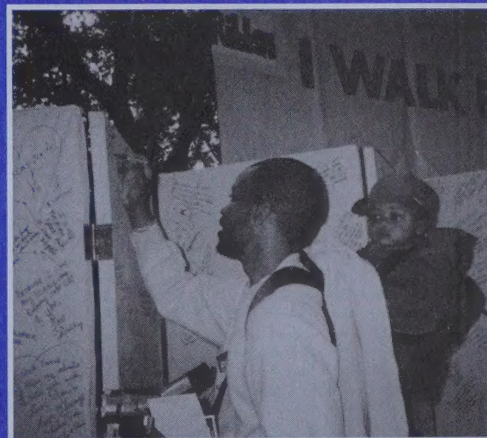
Let people know that for more than a decade AIDS Walk Atlanta has been unifying the Southeast in the fight against AIDS. The AIDS Walk remains a Southern tradition of caring.

***For more fundraising ideas,
call the AIDS Walk Atlanta office at
404-876-9255.***

OF CARING

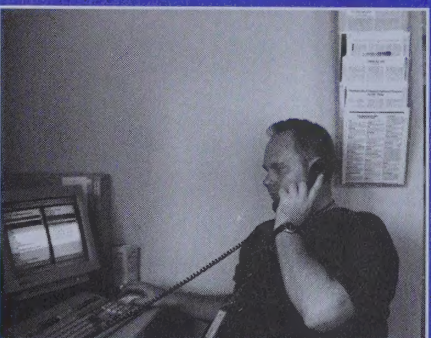
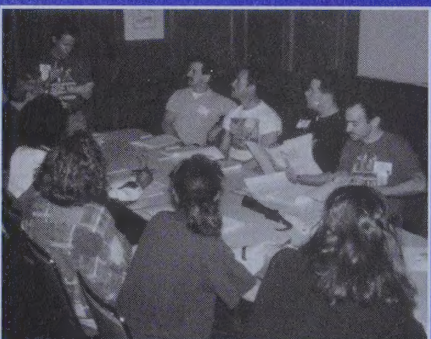
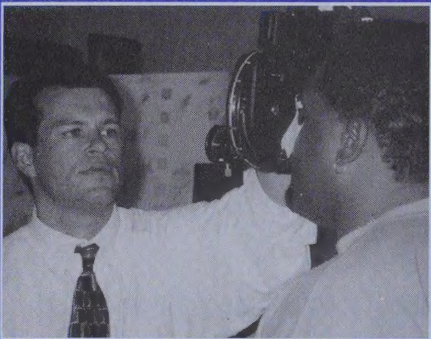
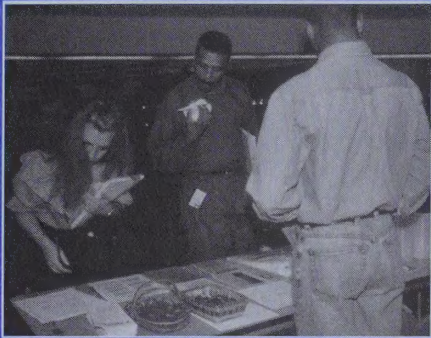


AIDS Walk Atlanta is the Southeast's largest AIDS fundraising event. Since its inception in 1991, no other event has inspired more Georgians to take action in the fight against AIDS.



AID ATLANTA

AID Atlanta – First in the fight against AIDS



Founded in 1982, AID Atlanta is the Southeast's largest and most comprehensive AIDS service organization. AIDS remains the nation's greatest health emergency and AID Atlanta is a pioneering force in fighting the epidemic. By reacting swiftly and knowledgeably to change – in treatments, healthcare, and the population affected by HIV and AIDS – AID Atlanta has unfailingly taken the lead in spearheading new prevention initiatives, as well as new services for men, women and children.

Services

AID Atlanta provides a wide array of life-sustaining services for men, women and children living with HIV and AIDS. Over 7,500 clients benefit from active case management teams and social support services. The greatest proportion of AID Atlanta clients are under the age of 36, which means that most were infected with HIV as teens or young adults.

Education

AID Atlanta's education outreach is the Southeast's most comprehensive prevention effort. Over 100,000 people are reached each year through presentations, workshops, health fairs, one-on-one contacts, condom distribution and calls to the AID Atlanta InfoLine.

Health

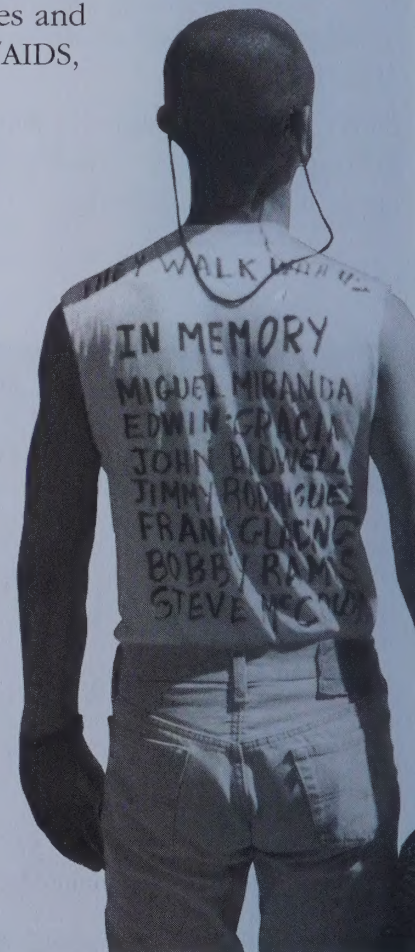
The Joye Bradley Health Services clinic provides HIV testing and counseling as well as services and medical care to people living with HIV/AIDS, handling thousands of visits annually.

***AIDS is an emergency.
Right here. Right now!***

Benefiting AID Atlanta

ALSO BENEFITING:

AID Gwinnett
AIDS Legal Project
AIDS Research Consortium of Atlanta
AIDS Survival Project
AIDS Treatment Initiatives
Atlanta Interfaith AIDS Network
ChildKind
Jerusalem House
Our Common Welfare
Outreach, Inc.
Positive Impact
Project Open Hand





A TEN KILOMETER FUNDRAISING WALKATHON

Benefiting

**AID
Atlanta**

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**FOR ADDITIONAL
SPONSOR FORMS OR
MORE INFORMATION:
www.aidswalk.net
(404) 876-WALK**

Suggestions for AIDS Walk Atlanta Participants

Before the AIDS Walk

1. Think about why you are walking and then set a personal fundraising goal.

Remember the thousands of men, women and children living with HIV/AIDS who are relying on your support. Set your fundraising goals high and you will be surprised how much you can raise. Last year, walkers raised an average of \$178 each. Many walkers raised thousands of dollars. Please do all you can.

2. Sign up sponsors on this form and/or raise money on-line.

Ask your family, neighbors, co-workers and friends to sponsor you. The suggested minimum pledge is \$25. Many of your sponsors will pledge \$50, \$100 or more to support your efforts. You may also want to use the new on-line giving option available with your personal Walk web page to reach out to everyone on your email list. And, of course, you should sponsor yourself, if you can. Please do not solicit contributions on the street.

3. Collect the money in advance.

Ask your sponsors to PAY WHEN THEY PLEDGE. This will speed the money to the fight against AIDS and allow you to avoid making a second trip to collect the contributions. Ask your sponsors to make their check payable to: "AIDS Walk Atlanta" or simply "AWA". Their cancelled check will be their receipt.

Rain or Shine

Even if it rains, please come to the AIDS Walk and sign-in at 12:30 p.m. to turn in your contributions and sponsor form. If heavy rain forces the shortening of the AIDS Walk route, you will receive credit for walking the ten kilometers and be asked to collect and send in all outstanding pledges.

Walk Day - Sunday, October 20

Bring this sponsor form and all pre-paid pledges with you to the AIDS Walk at Piedmont Park. Sign-in begins at 12:30 p.m., with the opening ceremonies at 1:30 p.m. The AIDS Walk begins at 2:00 p.m. Since thousands of people will be participating, we suggest you arrive promptly at 12:30 p.m. Most people will take about 2 1/2 hours to walk the ten kilometers (6.2 miles). It's also important to wear sturdy shoes such as sneakers. Sandals are not recommended. Refreshments and restroom facilities will be provided at checkpoints along the route.

Matching Gifts Can Easily Double Your Money

You may be able to double your contributions to the Walk! Ask those who sponsor you if their company has a matching gift program. Hundreds of companies match the donations given by their employees. Also check with your employer to see if they will match your donation and/or the money you raise.

Earn Fundraising Awards!

\$125 or more - Official AIDS Walk t-shirt with this year's new design.

\$250 or more - Official AIDS Walk cap with logo, plus the above.

\$500 or more - Official AIDS Walk clip-on watch with logo, plus the above.

\$1,000 or more - Join the Star Walker's Club by calling 404-876-9255; then set a goal to raise over \$1,000. You'll earn all the awards and an exclusive Star Walker pin plus your "fundraising royalty crown" to wear during the Walk!

To qualify for these awards, contributions must be received in the AIDS Walk office by 5:00 p.m., on Wednesday, November 13, 2002



AIDS Walk award items
will not be sold.

After the AIDS Walk

After the AIDS Walk, please collect any pledges that were not pre-paid and send them to:

**AIDS Walk Atlanta
P.O. Box 78212
Atlanta, GA 30357-2212**

Please be sure your name and address are on the envelope. All walkers who turn in \$125 or more by November 13 are eligible for the prizes listed here.

AIDS WALK ATLANTA
 Walker's Name _____ Phone (____) _____ Team Name _____
 Address _____ City, State _____ Zip Code _____ Team Number _____
 My Fundraising Goal: \$ _____ (See back side for exciting awards!) www.aidswalk.net

Please have sponsors **PRE-PAY WITH CHECKS** payable to: AIDS Walk Atlanta (AWA). Contributions are tax-deductible. Please print legibly. Thank You.

	SPONSOR'S NAME	AREA CODE	TELEPHONE NUMBER	AMOUNT PLEDGED	MATCHING GIFT \$ (IF ANY)	TOTAL PLEDGE	AMOUNT COLLECTED PRE-WALK
X	Sean Martin (Example)	770	555-6482	\$25	None	\$25	\$0
X	Gloria Perez (Example)	404	555-1382	\$100	None	\$100	\$100
X	Bill Walker (Example)	770	555-7379	\$25	\$25	\$50	\$50
1							
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Only give cash or credit card information to those you know.

IF PAYING BY CREDIT CARD, ENTER HERE

24 NAME		PHONE					
CREDIT CARD	☐ VISA ☐ M/C	CHOOSE ONE	☐ \$100 ☐ \$250 ☐ \$500 ☐ OTHER \$ _____	EXP. DATE			
CARD NUMBER		SIGNATURE					
25 NAME		PHONE					
CREDIT CARD	☐ VISA ☐ M/C	CHOOSE ONE	☐ \$100 ☐ \$250 ☐ \$500 ☐ OTHER \$ _____	EXP. DATE			
CARD NUMBER		SIGNATURE					

Last year, each walker raised an average of \$178. Any amount you raise is greatly appreciated. Don't stop at 25 sponsors! For additional sponsor forms call the AIDS Walk office at (404) 876-WALK or download at www.aidswalk.net.

PLEASE TOTAL PRIOR TO WALK:

AMOUNT PLEDGED	MATCHING GIFT \$ (IF ANY)	TOTAL PLEDGE	AMOUNT COLLECTED PRE-WALK